

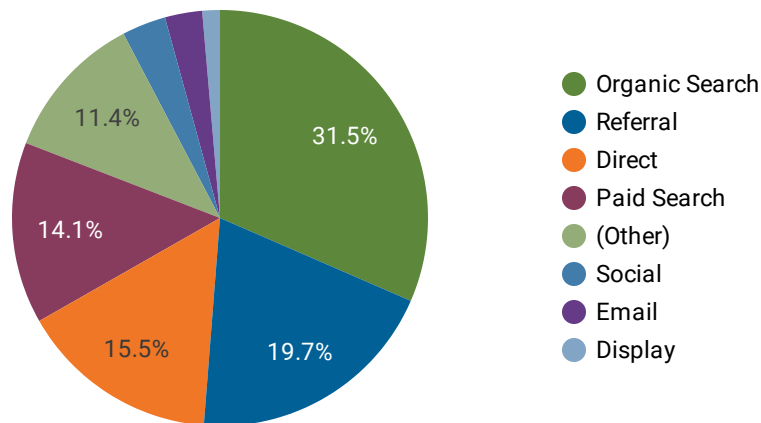
Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
49,032	31,010	1.57	00:01:32
↑ 20.4%	↑ 28.5%	↓ -8.3%	↓ -19.7%

Lodging Page Stats - YoY

New Users	Sessions	Users
1,221	1,666	2,219
↑ 34.6%	↑ 35.9%	↑ 8.2%

Top Channels



Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	6,838
2. facebook_instagram / psocial	3,055
3. drako / programmatic	2,268
4. facebook / social	1,092
5. lsm / email	834

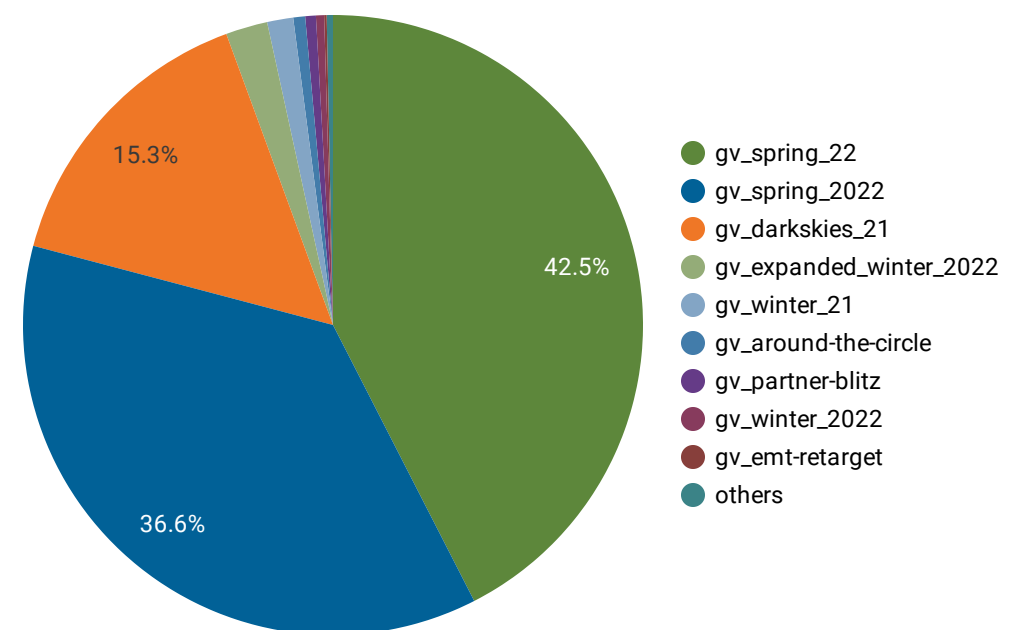
Top 5 Web Sources

Source	Users
1. google	14,584
2. (direct)	3,336
3. facebook_instagram	2,877
4. duluthharborcam.com	2,381
5. drako	2,106

Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. waterfalls in mn	644	9.92%
2. things to do in minnesota	510	7.52%
3. bird watching	369	1.84%
4. mn state parks waterfalls	354	9.15%
5. minnesota hiking trails	338	4.08%

Campaign Traffic Volume



Google Ads Data

Avg. CPC	Clicks	CTR
\$0.68	6,668	6.37%



Total Lodging Clickouts
2.2K

Unique Lodging Clickouts
2.1K

PDF Downloads
877.0

Video Views
8.2K

New Users
1.2K

Top 5 Lodging Page Clickouts

	Clicks to Partner Pages	Total Events
1.	cascade vacation rentals	153
2.	gunflint lodge & outfitters	91
3.	lutsen resort on lake superior	82
4.	lamb's resort and campground o...	71
5.	grand marais hotel co.	71

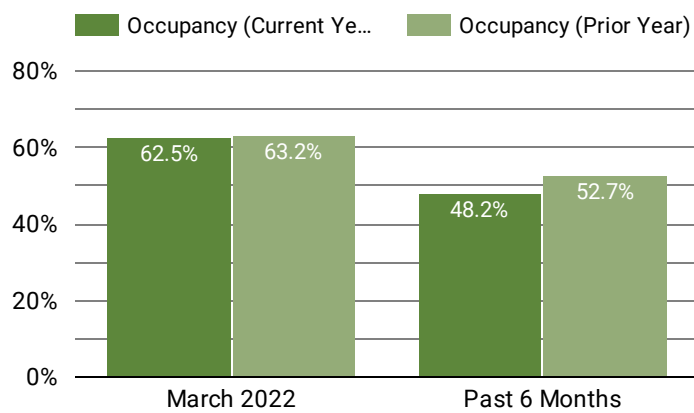
Top 5 PDF Downloads

	Asset Names	Total Events
1.	Download the Cook County ATV/OHV map	35
2.	waterfall map	33
3.	Download Trail Map & Details	29
4.	Gunflint Trail 3 Page Hiking Guide	25
5.	General Guide by US Forest Services	21

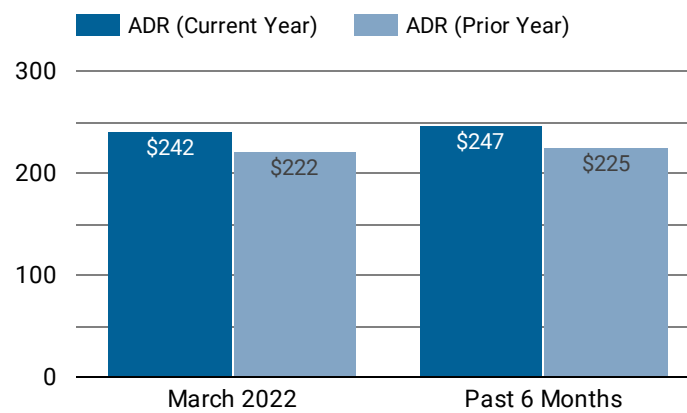
County-wide Occupancy, ADR & RevPar Report

Executive Summary from DestiMetrics Report - detailed report available upon request.

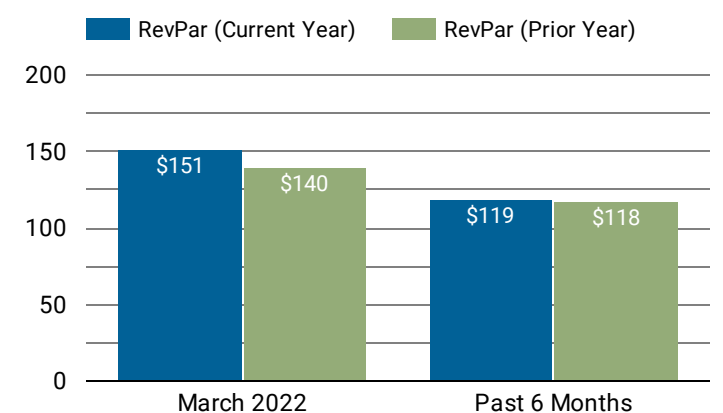
Occupancy



ADR



RevPar



Timeframe ▾

March 2022

Occupancy (Current Year)

62.5%

Occupancy (Prior Year)

63.2%

YoY Occupancy

-1.1%

ADR (Current Year)

\$242

ADR (Prior Year)

\$222

YoY ADR

8.9%

RevPar (Current Year)

\$151

RevPar (Prior Year)

\$140

YoY RevPar

7.7%

Occupancy (Current Year)

48.2%

Occupancy (Prior Year)

52.7%

YoY Occupancy

-8.5%

ADR (Current Year)

\$247

ADR (Prior Year)

\$225

YoY ADR

9.8%

RevPar (Current Year)

\$119

RevPar (Prior Year)

\$118

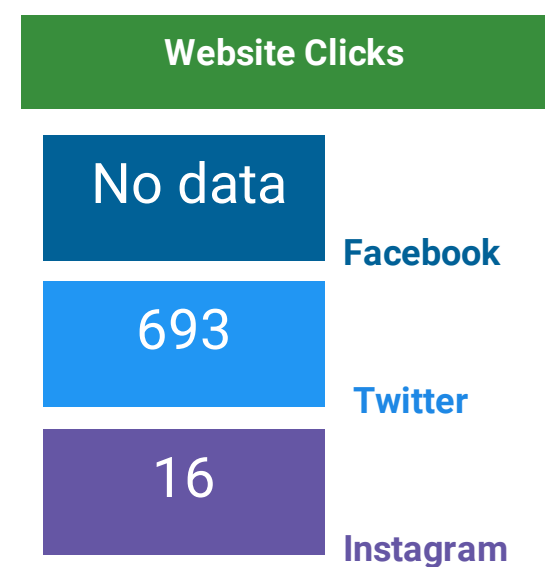
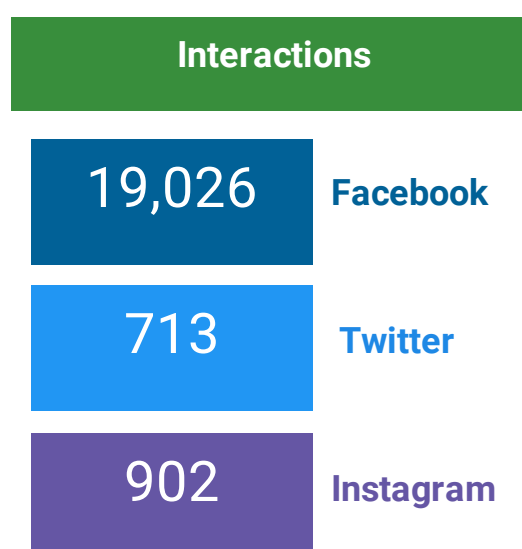
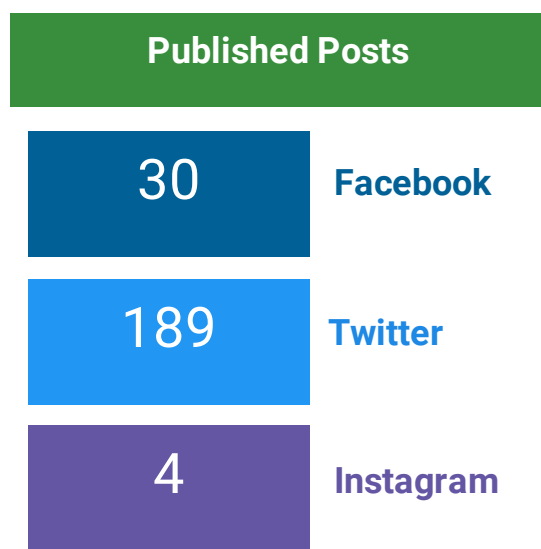
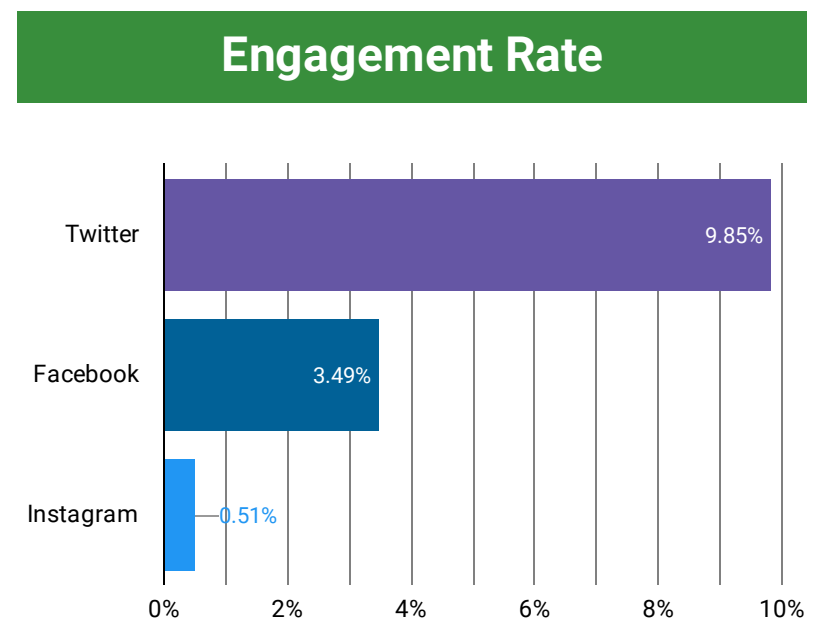
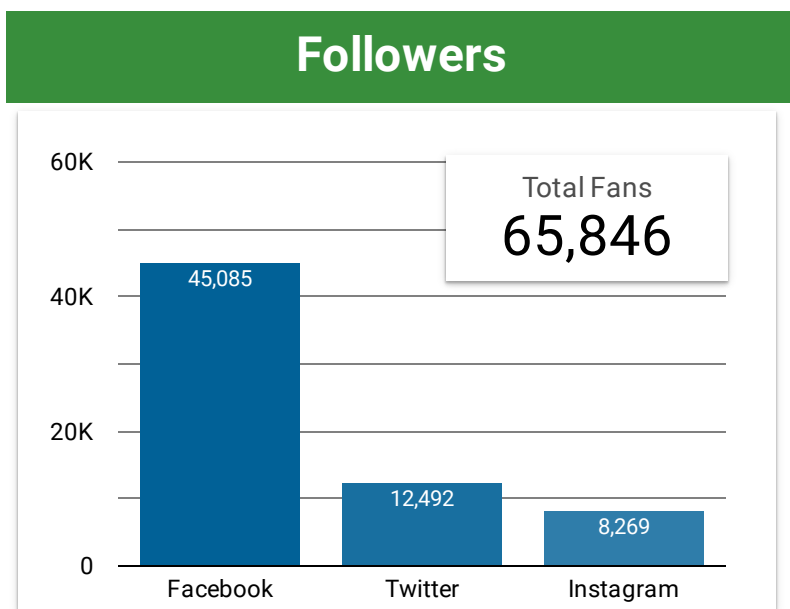
YoY RevPar

0.5%

Timeframe ▾

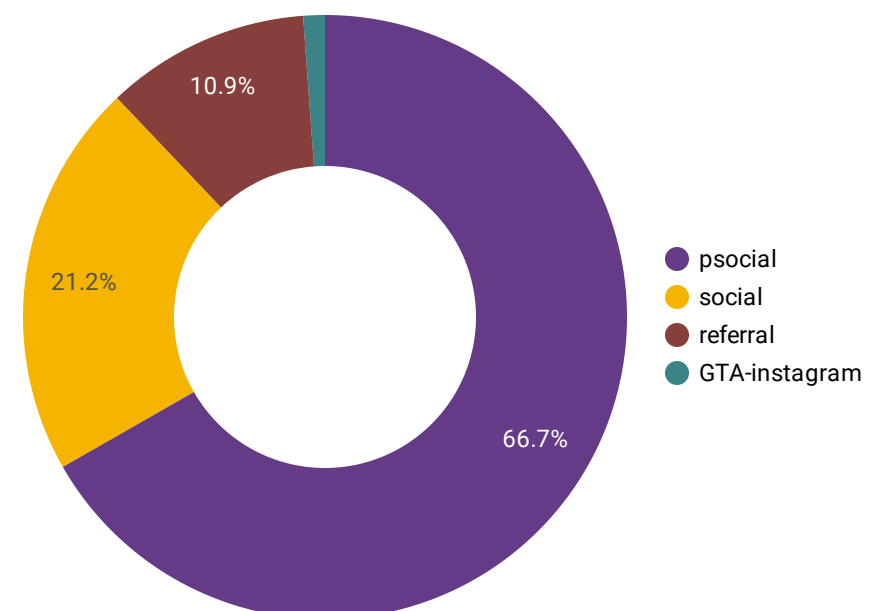
Past 6 Months





Social Media Website Performance

	Source	Medium	Users	Pages / Session	Avg. Session Duration
1.	facebook_instagram	psocial	2,877	1.09	00:00:07
2.	facebook	social	868	1.27	00:01:41
3.	m.facebook.com	referral	192	1.41	00:00:28
4.	t.co	referral	100	1.29	00:01:18
5.	l.facebook.com	referral	76	1.84	00:01:28
6.	lm.facebook.com	referral	52	1.95	00:00:57
7.	Instagram	GTA-instagram	50	2	00:01:37
8.	twitter	social	46	1.53	00:00:28
9.	facebook.com	referral	16	1	00:00:00
10.	l.instagram.com	referral	11	1.08	00:00:14
11.	pinterest.com	referral	9	2.5	00:01:54
	Grand total		4,295	1.2	00:00:35



VCC Earned & Contributed Stories Hits generated by or contributed to by Visit Cook County.

*Note: Reach & Estimated Ad Value are set by media monitoring software

Headline	Source	Influencer / Writer	Date (Date & Time)	URL	Reach	Estimated Ad Value
1. Joynes Ben Franklin on Good Morning America	Good Morning A...	-	Apr 15, 2022	https://www.goo...	5,791,019	\$53.57K
2. Best Beach Towns	Coastal Living	Tracey Minkin	Apr 5, 2022	Coastal Living	4,434,248	\$41.02K
3. Epic Waterfalls Flowing on North Shore - FRONT PAGE PLACEMENT	Star Tribune	Jana Hollingsworth	Apr 14, 2022	https://www.star...	3,437,022	\$31.79K
4. Spectacular Waterfall Season - Multiple airings	Kare 11	Laura Betker	Apr 7, 2022	Kare 11 - Weather	2,524,702	\$23.35K
5. Waterfalls in Cook County MN - Sunday Morning on air segment	MPR News	Dan Kraker	Apr 17, 2022	https://www.mpr...	1,290,782	\$11.94K
6. Spectacular waterfall forecast along the North Shore	Minnesota Publi...	Paul Huttner	Apr 7, 2022	https://www.mpr...	1,290,782	\$11.94K
7. Staff-strapped Grand Marais businesses brace for a tourist boom	MPR News	Dan Kraker	Apr 5, 2022	https://www.mpr...	1,290,782	\$11.94K
8. North Shore waterfall season at its peak; here's a map of the best spots	CBS 3 Duluth	Molly Wasche	Apr 11, 2022	https://www.cbs...	19,462	\$180.02
9. Checking in with Cook County Chamber lobbyist	WTIP-FM	-	Apr 16, 2022	https://wtip.org/...	15,216	\$140.75
10. Staff-strapped Grand Marais businesses brace for a tourist boom	BusinessNorth	Kraker MPR	Apr 5, 2022	http://www.busin...	6,490	\$60.03
11. Spectacular Waterfall Season Expected	KDAL-AM	Dave Strandberg	Apr 11, 2022	https://kdal610.c...	5,296	\$48.99
12. Staff-strapped businesses on Minnesota's North Shore brace for tourist...	Wadena Pioneer...	Dan Kraker	Apr 5, 2022	https://www.wad...	-	-
13. Staff-strapped Grand Marais businesses brace for a tourist boom	Minnesota Publi...	Dan Kraker	Apr 4, 2022	djp:publicid:WEB...	-	-
14. Staff-strapped businesses on Minnesota's North Shore brace for tourist...	Superior Telegra...	-	Apr 4, 2022	djp:publicid:SUP...	-	-
15. Staff-strapped businesses on Minnesota's North Shore brace for tourist...	The Pine Journa...	Dan Kraker	Apr 4, 2022	djp:publicid:PJM...	-	-
16. Staff-strapped businesses on Minnesota's North Shore brace for tourist...	Grand Forks Her...	Dan Kraker	Apr 5, 2022	https://www.gra...	-	-

Grand total **20,105,801** **\$185.98K**

Media Hits (Earned & Organic)

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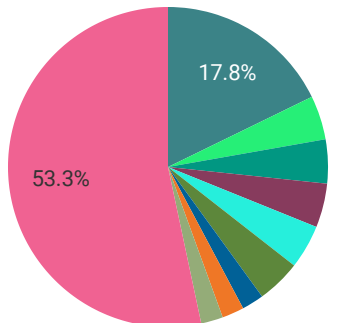
Headline	Source	Influencer / Writer	URL
1. Joynes Ben Franklin on Good Morning America	Good Morning A...	-	https://www.goodmorningamerica.com/news/vi...
2. Best Beach Towns	Coastal Living	Tracey Minkin	Coastal Living
3. The 2-Hour Road Trip Along The North Shore's Waterfall Trail Is A Glorious Spring Adven...	Only In Your State	Betsy Rathburn	https://www.onlyinyourstate.com/minnesota/n...
4. Epic Waterfalls Flowing on North Shore - FRONT PAGE PLACEMENT	Star Tribune	Jana Hollingsworth	https://www.startribune.com/epic-waterfalls-flo...
5. Spectacular Waterfall Season - Multiple airings	Kare 11	Laura Betker	Kare 11 - Weather
6. Waterfalls in Cook County MN - Sunday Morning on air segment	MPR News	Dan Kraker	https://www.mprnews.org/story/2022/04/18/pl...
7. Staff-strapped Grand Marais businesses brace for a tourist boom	MPR News	Dan Kraker	https://www.mprnews.org/story/2022/04/05/st...
8. Spectacular waterfall forecast along the North Shore	Minnesota Publi...	Paul Huttner	https://www.mprnews.org/story/2022/04/08/sp...
9. Storm dumps 6-12 inches up north; Sven watching next system	Bring Me The Ne...	Joe Nelson	https://bringmethenews.com/minnesota-weath...
10. Rain and snow Sunday afternoon continues as snow up north overnight into Monday.	KNBJ-FM	Bill Endersen	https://www.mprnews.org/story/2022/04/17/ra...
11. 6 Minnesota golf trails worth exploring	Golfweek	Explore Minnesota	https://golfweek.usatoday.com/2022/04/06/6-...
12. The deaths of fishermen on Lake Superior led to the opening of Grand Marais' North Sup...	MinnPost	Dorie Carlson	https://www.minnpost.com/mnopedia/2022/04...
13. 10 Stunning Places to Stay on Lake Superior this Summer	KROC News	carlyross	https://krocnews.com/10-stunning-places-to-sta...
14. A GRAND OL' TIME: Grand Marais Has It All	Volume One	-	https://volumeone.org/sites/getaway/articles/2...
15. Fall for Tettegouche State Park	Volume One	-	https://volumeone.org/sites/getaway/articles/2...

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Total Media Exposure Earned and Organic

Reach
28.2M

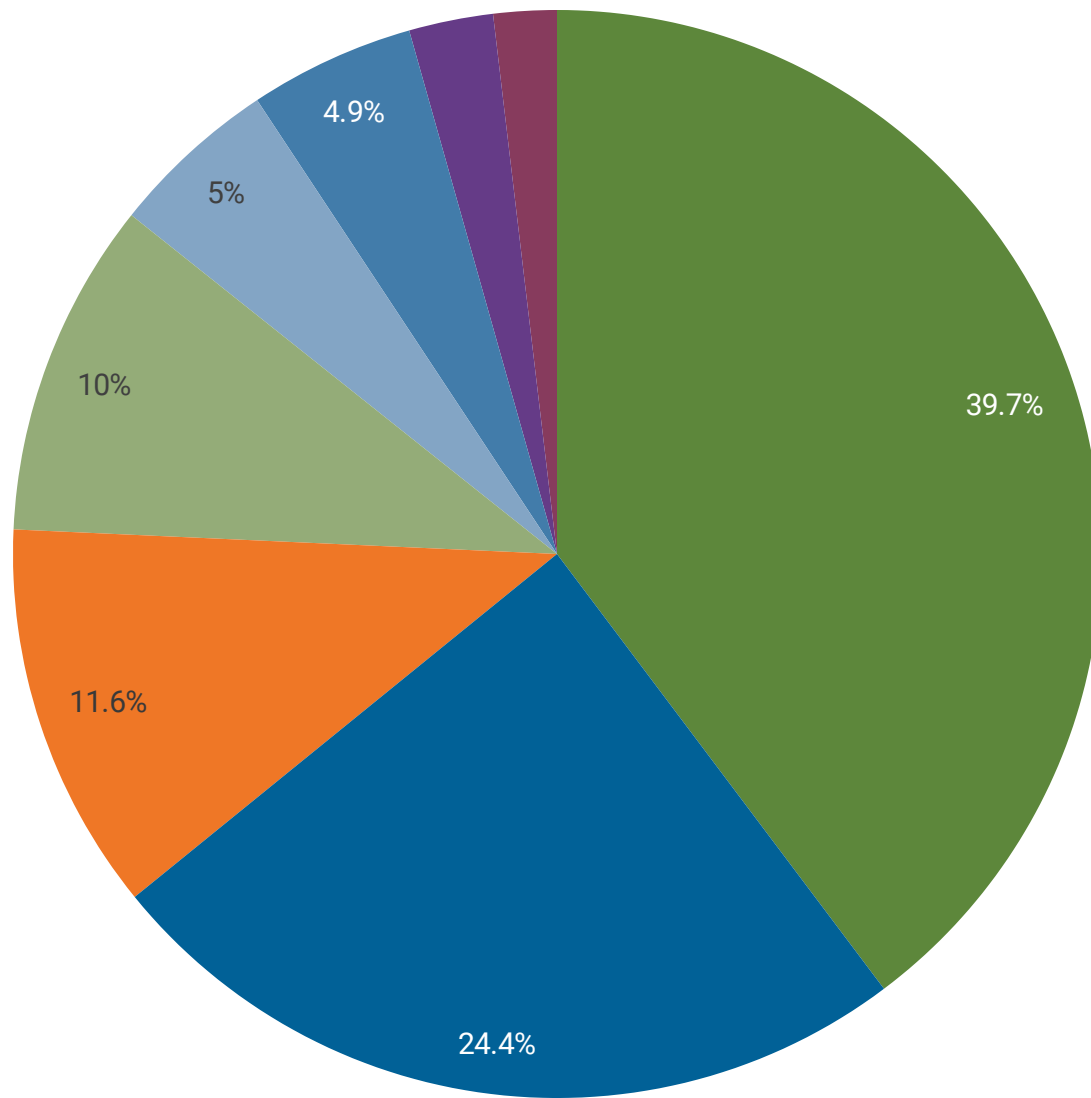
Estimated Ad Value
\$261.14K



- WTIP-FM
- Minnesota Public Radio: Blo...
- CBS 3 Duluth
- MPR News
- Volume One
- MSN.com
- KDHL-AM
- KDAL-AM



*Note: Reach & Estimated Ad Value are set by media monitoring software



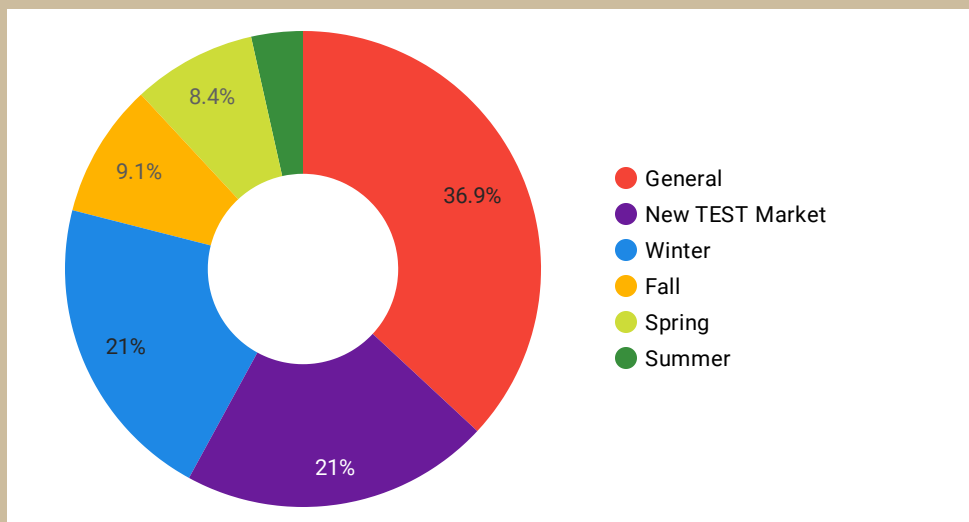
VCC 3% Marketing Budget - FY 22-23

Fiscal year begins May 1

- Digital Marketing
- Traditional Marketing
- Services
- Fixed Marketing Expenses
- Collateral
- Discretionary Ad Buys
- Visual Asset Procurement
- Public Relations

Fixed Marketing Expenses includes Website, Marketing Partnerships, Tourism Initiatives & Research, Tools, etc.

Marketing Budget By Season



Season	Target Budget
1. General	\$590,000
2. New TEST Market	\$336,000
3. Winter	\$336,000
4. Fall	\$145,600
5. Spring	\$134,400
6. Summer	\$56,000
Grand total	\$1,598,000

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Note: General includes some media & creative marketing spends for general digital/traditional promotions in addition to all fixed marketing expenses.

Media & Creative Breakdown Percentage Within Seasons

